

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Andrew Oplinger</td><td>11/07/2011</td></tr><tr><td>Ken Leftin</td><td>11/07/2011</td></tr><tr><td>Philip C. Verghese</td><td>11/07/2011</td></tr><tr><td>Kenneth Norton</td><td>11/07/2011</td></tr><tr><td>Joseph LaPenna</td><td>11/07/2011</td></tr></tbody></table>		Name	Execution Date	Andrew Oplinger	11/07/2011	Ken Leftin	11/07/2011	Philip C. Verghese	11/07/2011	Kenneth Norton	11/07/2011	Joseph LaPenna	11/07/2011
Name	Execution Date												
Andrew Oplinger	11/07/2011												
Ken Leftin	11/07/2011												
Philip C. Verghese	11/07/2011												
Kenneth Norton	11/07/2011												
Joseph LaPenna	11/07/2011												
RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>GOOGLE INC.</td></tr><tr><td>Street Address:</td><td>1600 Amphitheatre Parkway</td></tr><tr><td>City:</td><td>Mountain View</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94043</td></tr></table>		Name:	GOOGLE INC.	Street Address:	1600 Amphitheatre Parkway	City:	Mountain View	State/Country:	CALIFORNIA	Postal Code:	94043		
Name:	GOOGLE INC.												
Street Address:	1600 Amphitheatre Parkway												
City:	Mountain View												
State/Country:	CALIFORNIA												
Postal Code:	94043												
PROPERTY NUMBERS Total: 1													
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>13296678</td></tr></tbody></table>		Property Type	Number	Application Number:	13296678								
Property Type	Number												
Application Number:	13296678												
CORRESPONDENCE DATA													
Fax Number: (312)474-0448													
Email: rvascik@marshallip.com													
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>													
Correspondent Name: Andrew R. Smith													
Address Line 1: 233 S. Wacker Drive													
Address Line 2: Suite 6300													
Address Line 4: Chicago, ILLINOIS 60606													
ATTORNEY DOCKET NUMBER:	31730/11669-00												
NAME OF SUBMITTER:	Renee A. Vascik												

OP \$40.00 13296678

501724550

PATENT  
REEL: 027229 FRAME: 0648

**Total Attachments: 6**

source=11669ASS#page1.tif

source=11669ASS#page2.tif

source=11669ASS#page3.tif

source=11669ASS#page4.tif

source=11669ASS#page5.tif

source=11669ASS#page6.tif

**PATENT**

**REEL: 027229 FRAME: 0649**

## ASSIGNMENT

Serial No: 13/296,678

Filed: November 15, 2011

Title: CLOUD-TO-DEVICE MESSAGING FOR APPLICATION ACTIVATION AND REPORTING

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assign to GOOGLE INC., 1600 Amphitheatre Parkway, Mountain View, California 94043 (hereinafter "Assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for letters patent of the United States, executed by the undersigned and in said application and any and all other applications, both in the United States and in other countries, which the undersigned may file or be named as an inventor, either solely or jointly with others, on said invention or improvements, and in any and all letters patent of the United States and other countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorize and request the Commissioner for Patents to issue said letters patent to said Assignee.

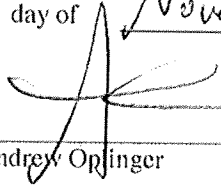
The undersigned hereby authorize and request that the attorneys of record in said application insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrant themselves to be the owners of the interest herein assigned and to have the right to make this assignment and further warrant that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned except in favor of Assignee.

For said consideration the undersigned hereby agree, upon the request and at the expense of said Assignee, its successors and assigns, to execute any and all applications on said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any letters patent that may be granted upon any and all of said applications, and any and all applications and other documents for letters patent in other countries on said invention or improvements, that said Assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agree upon the request of said Assignee, its successors or assigns, in the event of any application or letters patent assigned herein becoming involved in Interference or Opposition, to cooperate to the best of the ability of the undersigned with said Assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said letters patent, both in the United States and in other countries, and vest all rights therein hereby conveyed in said Assignee, its successors and assigns, whereby said letters patent will be held and enjoyed by said Assignee, its successors and assigns, to the full end of the term for which said letters patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

WITNESS our hands this

7<sup>th</sup> day of November, 2011.

  
\_\_\_\_\_  
Andrew Opfinger

WITNESS our hands this

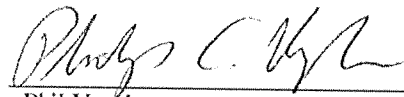
7<sup>th</sup> day of November, 2011.

Ken Leftin

Ken Leftin

WITNESS our hands this

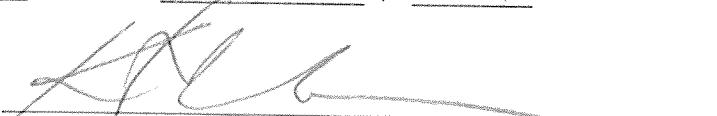
7<sup>th</sup> day of November, 2011.



Phil Verghese

WITNESS our hands this

7 day of November, 2011.

  
Kenneth Norton

WITNESS our hands this

7 day of November, 2011.

  
\_\_\_\_\_  
Joe Lepenna